

WSFA-TV

EEO PUBLIC FILE REPORT

December 1, 2020 to November 30, 2021

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MRSL**”) for recruitment source data.

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Auburn University, 400 Martin Hall, Auburn, AL 36849 Contact: Jay Skipworth - (334) 844-3864 https://app.joinhandshake.com	N	
2	Alabama A&M University 4900 Meridian St., Rm. 101, Normal, AL 35762 Contact: Tangela Rutledge-Gayle - (256) 372-8181 tangela.rutledge@aamu.edu	N	
3	University of Alabama P. O. Box 870293, Tuscaloosa, AL 35487 Contact: Savannah Gable - (205) 348-2128 https://ua.joinhandshake.com	N	
4	Faulkner University-Career Services 5345 Atlanta Hwy., Montgomery, AL 36109 Contact: Marie Ottinger - (334) 386-7512 mottinger@faulkner.edu	N	
5	WSFA Website/Gray TV Website Contact: Donna Tadlock - (334) 206-1417 www.wsfa.com https://gray.tv/careers#currentopenings	N	11
6	Alabama State University 915 S. Jackson St., Montgomery, AL 36101 Contact: Jason Barnes - (334) 229-4140; jebarnes@alasu.edu ; https://app.joinhandshake.com	N	
7	Ala. State Univ.-Dept. of Communications P. O. Box 271, Montgomery, AL 36101 Contact: Rhu Laffitte - (334) 229-4493 rlaffitte@alasu.edu	Y	
8	Auburn University Montgomery P. O. Box 244023, Montgomery, AL 36124 Contact: Arnesha Hogans - (334) 244-3344 ahogans2@aum.edu	N	
9	Trenholm State Technical College P. O. Box 10048, Montgomery, AL 36108 Contact: Debra Banks - (334) 420-4442 dbanks@trenholmstate.edu	N	
10	South University 5355 Vaughn Rd., Montgomery, AL 36116 Contact: Ken Eagerton - (334) 395-8805 keagerton@southuniversity.edu	N	
11	Alabama State Employment Services (Montgomery Career Center/Alabama Joblink) 1060-A E. South Blvd., Montgomery, AL 36116 Contact: Wendy Collins - (334) 286-1746 Via Fax - (334) 288-7286/ montgomery@alcc.alabama.gov	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Judson College 302 W. Bibb St., Marion, AL 36756 Contact: Amy Butler – (334) 683-5163 abutler@judson.edu	N	
13	Tuskegee University Career Development Carnegie Hall, 3 rd Fl., Tuskegee, AL 36088 Contact: Pamela Gray – (334) 724-4746 pgray@tuskegee.edu	N	
14	Troy University Hall School of Journalism, Troy, AL 36082 Contact: Brittney Strong – (334) 670-3583 bstrong90020@troy.edu	N	
15	Alabama Broadcasters Association Job Bank 2180 Parkway Lake Dr., Birmingham, AL 35244 Contact: Lesa Rice – (205) 982-5001 lrice@al-ba.com	N	
16	Troy University Television Department Wallace Hall, Troy, AL 36082 Contact: Aaron Taylor – (334) 670-3560 ataylor@troy.edu	N	
17	Alabama Department of Rehabilitation 602 S. Lawrence St., Montgomery, AL 36104 Contact: Anna Taylor – (334) 293-7120 anna.taylor@rehab.alabama.gov	N	
18	Huntingdon College-Career Center 1500 E. Fairview Ave., Montgomery, AL 36106 Contact: Sherry Lacey Farquhar – (334) 833-4562 ccv@hawks.huntingdon.edu	N	
19	WSFA On-Air Advertising 12 E. Delano Ave., Montgomery, AL 36105 Contact: Terry Ward (334) 288-1212	N	
20	Mississippi State University-Career Center www.career.msstate.edu	N	
21	The University of Georgia, Grady College of Journalism & Mass Communications 120 Hooper St., Athens, GA 30602-3018 Contact: Samantha Meyer – (706) 542-5032; Sam610@uga.edu https://app.joinhandshake.com	N	
22	The University of Missouri, Career Center at The Missouri School of Journalism 76-G Gannett Hall, Columbia MO 65211 Contact: Amanda Nell – (573) 882-0878; https://app.joinhandshake.com	N	
23	Ohio University, E. W. Scripps School of Journalism 332 Park Place, Scripps Hall 105 Athens, OH 45701 Contact: Dr. Eddith Dashiell – (740) 593-2550 dashiell@ohio.edu@ohio.edu	N	
24	Ohio University, School of Media, Arts & Studies 9 S. College St., 202 Radio TV Building Athens, OH 45701 Contact: Paula Carpenter – (740) 593-4861 mediaschool@ohio.edu	N	
25	National Association of Black Journalists 1100 Knight Hall, College Park, MD 20742 Contact: Lisa Waldschmitt – (301) 405-0248 nabjcareers.org	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	Medialine (Inactive as of 4/27/21) 1209 Wood Valley Rd., Augusta, GA 30909 Contact: Rich Everitt – (706) 364-7564 rich@medialine.com	N	
27	TV Jobs.com P. O. Box 4116, Oceanside, CA 92052 Contact: Mark Holloway – (760) 754-8177 www.tvjobs.com	N	1
28	Spots-N-Dots 600 West Peachtree St., N.W., Atlanta, GA 30308 Contact: Gene McKay – (888) 884-2630 ads@spotsndots.com ; www.spotsndots.com	N	
29	602 Communications Contact: Sandy Lizik slizik@602communications.com www.602communications.com	N	
30	Facebook (WSFA Page) www.facebook.com/wsfa12	N	
31	Indeed www.indeed.com	N	6
32	Referrals – Employees/Clients/Friends	N	14
33	Internal Employee (WSFA/Gray Employees)	N	3
34	Former WSFA-TV Intern	N	
35	Job Fairs	N	1
36	Talent Agency	N	
37	Gray Recruiter	N	
38	Other Sources/Scraped Jobs	N	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD			38

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On February 10, 2021, our News Director participated in the University of Georgia's College of Journalism and Mass Communication Virtual Career Fair. During the event, the News Director spoke one-on-one with 4 students about careers in broadcasting and WSFA Job Openings.
2	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	On February 26, 2021, our Marketing Director spoke to Auburn High School's Work-Based Learning program students in a virtual session about the field of Mass Media/Television Production, and specifically Marketing, and gave advice to students interested in pursuing a career in television.
3	Participate in Job Fair	On March 23, 2021, our News Director participated in the Auburn University All Majors Virtual Career Fair. During the event, the News Director spoke one-on-one with 12 students about careers in broadcasting and WSFA Job Openings.
4	Participate in EEO Training	On March 24, 2021, our EEO Coordinator/Office Manager participated in a training webinar, "Staying on Top of Your Broadcast FCC EEO Obligations" presented by David Oxenford of the Washington, D.C. law firm of Wilkinson Barker Knauer. This training course was provided by the Alabama Broadcasters Association. The Office Manager shared this presentation with the management team.
5	Participate in Job Fair	On March 26, 2021, our General Manager participated in the University of Alabama Communication & Information Sciences Virtual Career Fair. During the event, the General Manager spoke one-on-one with 5 students about careers in broadcasting and WSFA Job Openings. He also directed them to Gray TV's main website and provided information on how to locate all open positions at Gray Television.
6	Participate in Job Fair	On April 7, 2021, our News Director participated in the Troy University All Majors Virtual Career Fair. During the event, the News Director spoke one-on-one with 9 students about careers in broadcasting and WSFA Job Openings.
7	Participate in EEO Training	May 11 – June 10, 2021 – our General Sales Manager participated in a training series "Racial Equity Foundations" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding gendered language, race, class and ability, how to apologize effectively.
8	Participate in Job Fair	On September 23, 2021, our News Director participated in the University of Alabama Fall Virtual Career Fair. During the event, the News Director spoke one-on-one with 1 student about careers in broadcasting and WSFA Job Openings.
9	Participate in Job Fair	On October 6, 2021, our News Director participated in the Troy University Fall Virtual Career Fair. During the event, the News Director spoke one-on-one with 4 students about careers in broadcasting and WSFA Job Openings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Participate in Job Fair	On October 20, 2021, our News Director participated in the University of Missouri's All-Mizzou Virtual Career Fair. During the event, the News Director spoke one-on-one with 6 students about careers in broadcasting and WSFA Job Openings.
11	Participate in Job Fair	On October 27, 2021, our News Director participated in Auburn University's Fall Virtual Career Fair. During the event, the News Director spoke one-on-one with 10 students about careers in broadcasting and WSFA Job Openings.
12	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	On November 4, 2021, our News Director participated in Auburn University's Journalism Day and spoke to 20 students about how the Covid-19 pandemic has changed the work of TV Journalism, what changes may become permanent and how students can best position themselves for success in a post-Covid world. He also discussed what it takes to be a digital journalist, the importance of researching/reporting, writing, listening, interviewing and networking.
13	Internship Program	<p>WSFA offers an internship program for college students to provide instruction and exposure to the work environment. These internships are granted to students from various accredited colleges and universities. Upon successful completion of the program, the student receives college credit and a valuable, real-life journalism experience.</p> <p>Our Internship program has been suspended since March 2020 due to health concerns during the Coronavirus pandemic.</p>
14	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	<p>WSFA offers junior high, high school and college students an opportunity to experience the television broadcasting business through our <u>Job Shadow Program</u>. The student spends several hours during a business day with a WSFA employee, observing and experiencing the job duties and tasks required of that position. This interaction allows the student to make an informed decision about pursuing a career in broadcasting.</p> <p>Our Job Shadow program has been suspended since March 2020 due to health concerns during the Coronavirus pandemic.</p>